

**METHOD AND APPARATUS FOR AUTOMATED  
CREATION OF LINKING INFORMATION**

**ABSTRACT OF THE DISCLOSURE**

A method and apparatus for transmitting, receiving and displaying electronic program guide data having a number of segments, wherein each segment is associated with a program and wherein some of the segments have a keyword therein includes a receiver having a memory that stores a keyword list containing the keyword or keywords. The receiver receives the program guide data and compares the segments of the program guide data to the keyword list to determine if any keywords are contained in the segments. The receiver displays the keyword on a display screen so that the keyword may be selected by the user.

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